

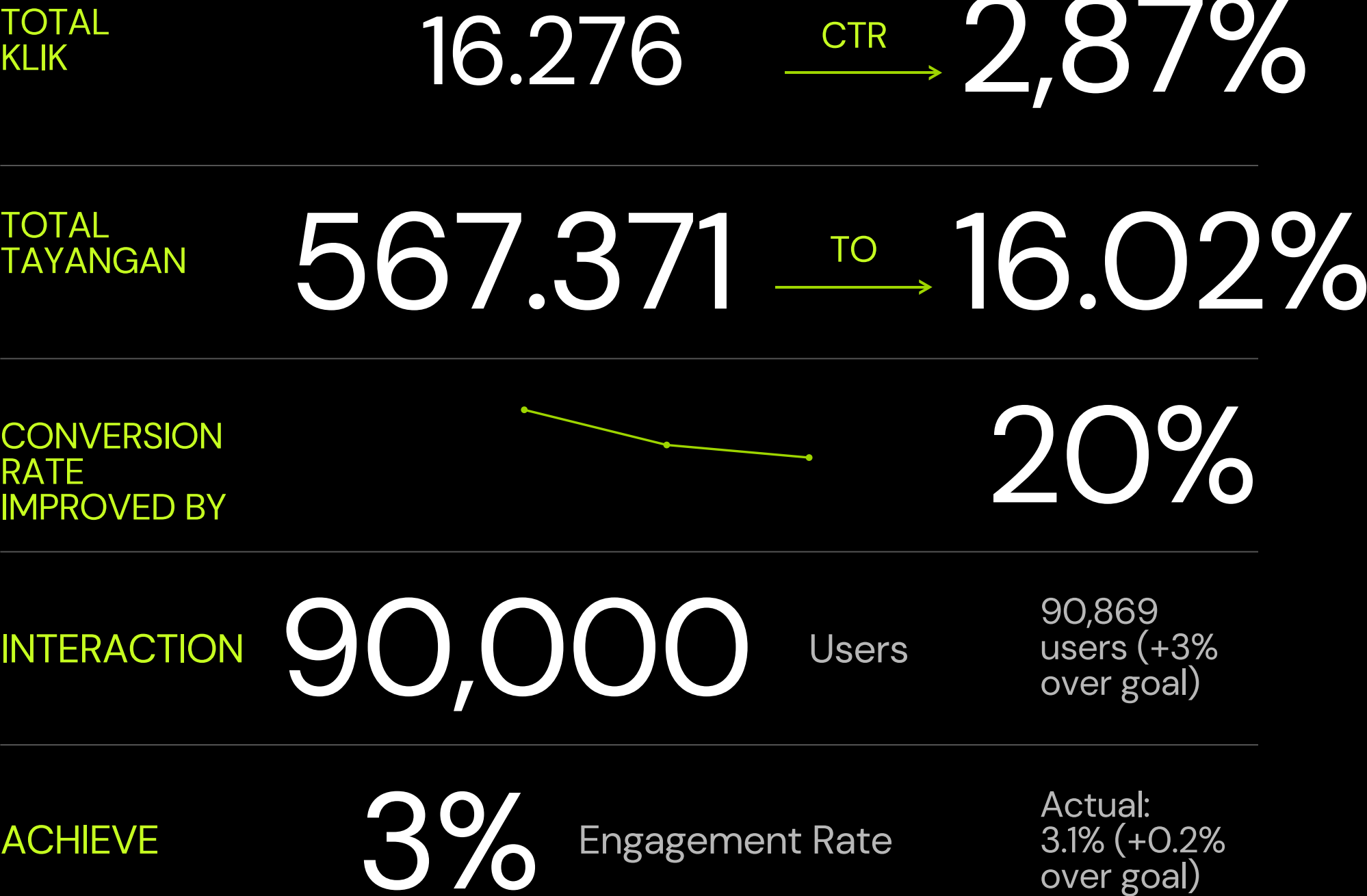
Ads Performance Report





Google Ads

Bulan Maret signifikan sangat meningkat, dilanjutkan pada bulan Agustus yang kembali meningkat.





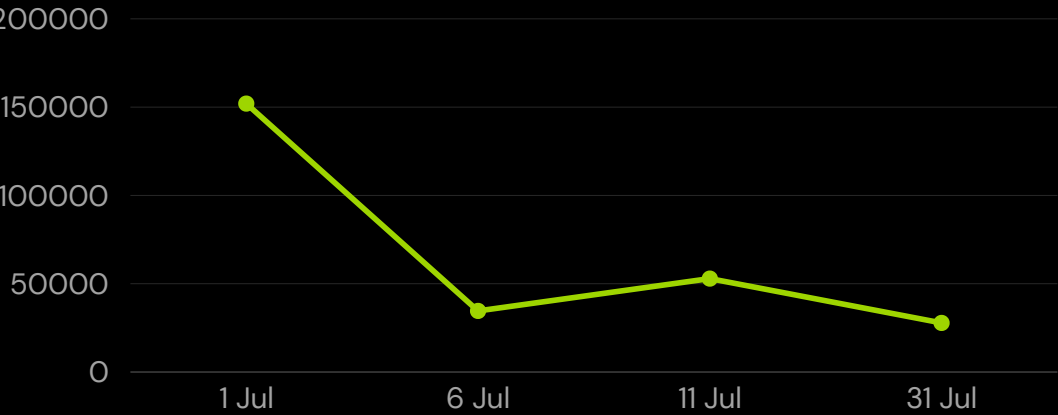
Rey

Meta Ads

Reach

309,900

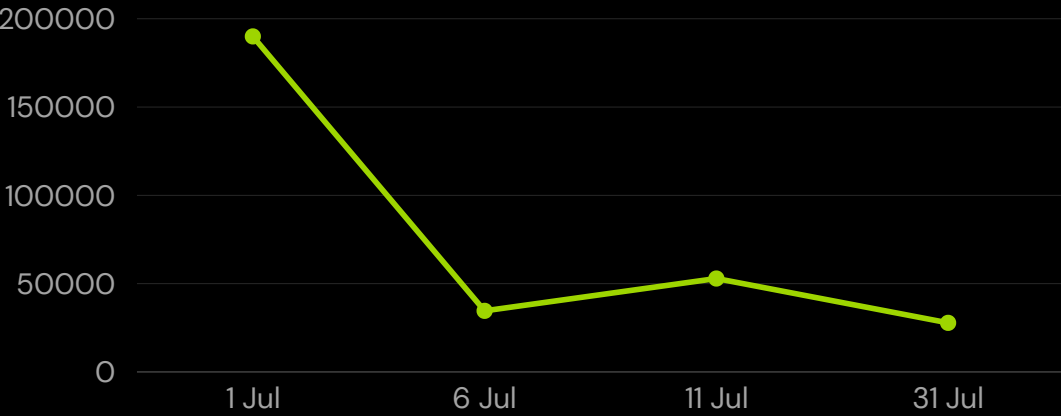
(+21.2% MoM)



Views

863,800

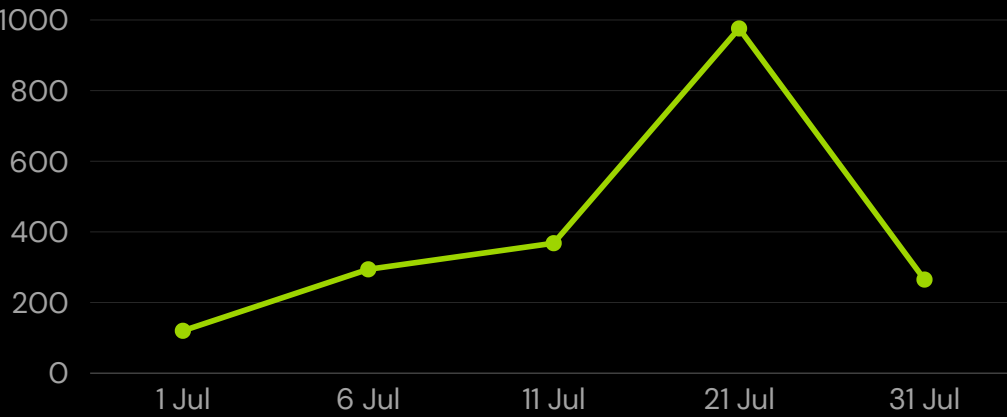
(+6.8% MoM)



Interactions

5,200

(+0.5% MoM)



Follows

1,300

(+11.5% MoM)





Rey

TikTok Ads

Engagement

Likes

Conversion Rate: 21.24%

Share

Conversion Rate: -4%

2,666

94

Comment

Conversion Rate: 29.21%

230

Website Click

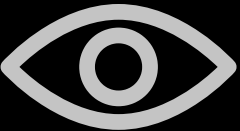
Clickthrough Rate: 61%



161

Views

Conversion Rate: 23.28%

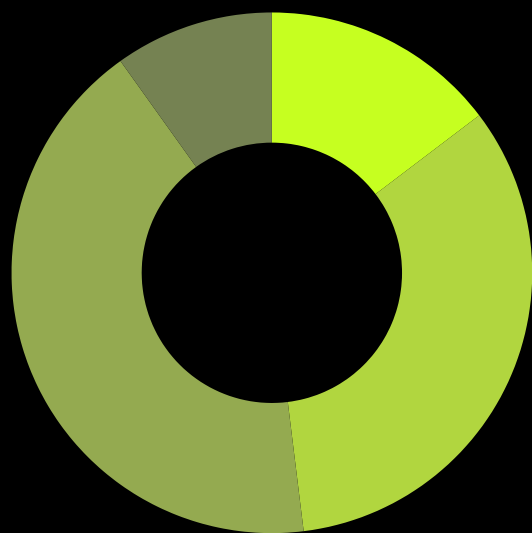


149,905



Audience Insights

Age Group



Age 18-25	30%
Age 26-35	40%
Age 36-45	15%
Age 46+	10%

Gender

Male

70%



Female

30%



Location

Jakarta	8,6K	Other
Surabaya	663	
Bandung	598	
Semarang	557	

Behavior Insights

Peak Engagement Time:

9AM – 10AM

Preferred Content

Selling Product



Rey

Campaign Budgeting

Campaign Performance

Google Ads

Ad Spend:

Rp. 2JT ROI:
10:1

Reach:

Rp. 10JT+

Notes : Angka pendapatan pasti hanya ada di sales

Meta Ads

Ad Spend:

Rp. 1,5JT ROI:
4.67:1

Reach:

Rp. 7JT+

Tiktok Ads

Ad Spend:

Rp. 500RB ROI:
10:1

Reach:

Rp. 5JT+

ROI Analysis Chart

